



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Walker, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	32.9%	Population		70,786	70,863
Southern Satellites	29.1%	Households		28,661	28,890
Rooted Rural	16.9%	Families		20,318	20,138
Midlife Junction	6.6%	Median Age		40.3	41.9
Heartland Communities	5.4%	Median Household Income		\$33,700	\$36,774

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	53	\$1,470.05	\$42,133,103
Men's	56	\$276.95	\$7,937,580
Women's	51	\$494.18	\$14,163,559
Children's	63	\$277.00	\$7,939,060
Footwear	48	\$243.66	\$6,983,585
Watches & Jewelry	50	\$97.91	\$2,806,108
Apparel Products and Services <sup>1</sup>	54	\$80.36	\$2,303,211
<b>Computer</b>			
Computers and Hardware for Home Use	56	\$122.22	\$3,502,886
Software and Accessories for Home Use	51	\$15.15	\$434,290
<b>Entertainment &amp; Recreation</b>	64	\$2,189.34	\$62,748,748
<b>Fees and Admissions</b>	47	\$287.51	\$8,240,360
Membership Fees for Clubs <sup>2</sup>	49	\$77.98	\$2,235,087
Fees for Participant Sports, excl. Trips	50	\$56.32	\$1,614,070
Admission to Movie/Theatre/Opera/Ballet	44	\$66.14	\$1,895,670
Admission to Sporting Events, excl. Trips	50	\$28.66	\$821,461
Fees for Recreational Lessons	45	\$58.41	\$1,674,072
<b>TV/Video/Sound Equipment</b>	63	\$737.00	\$21,123,089
Community Antenna or Cable Television	68	\$456.24	\$13,076,301
Color Televisions	54	\$74.65	\$2,139,608
VCRs, Video Cameras, and DVD Players	63	\$24.38	\$698,838
Video Cassettes and DVDs	64	\$38.67	\$1,108,237
Video Game Hardware and Software	62	\$20.29	\$581,514
Satellite Dishes	67	\$1.03	\$29,657
Rental of Video Cassettes and DVDs	60	\$35.67	\$1,022,473
Sound Equipment <sup>3</sup>	52	\$82.69	\$2,369,946
Rental and Repair of TV/Sound Equipment	58	\$3.37	\$96,515
Pets	76	\$335.47	\$9,615,009
Toys and Games	66	\$119.74	\$3,431,782
Recreational Vehicles and Fees <sup>4</sup>	80	\$362.19	\$10,380,646
Sports/Recreation/Exercise Equipment <sup>5</sup>	62	\$143.84	\$4,122,623
Photo Equipment and Supplies <sup>6</sup>	60	\$82.29	\$2,358,537
Reading <sup>7</sup>	57	\$121.30	\$3,476,702
<b>Food</b>	65	\$5,506.12	\$157,810,853
<b>Food at Home</b>	68	\$3,405.25	\$97,597,906
Bakery and Cereal Products	67	\$487.10	\$13,960,840
Meat, Poultry, Fish, and Eggs	70	\$919.08	\$26,341,839
Dairy Products	68	\$372.42	\$10,674,011
Fruit and Vegetables	63	\$548.32	\$15,715,415
Snacks and Other Food at Home <sup>8</sup>	69	\$1,078.32	\$30,905,801
<b>Food Away from Home</b>	62	\$2,100.87	\$60,212,947
Alcoholic Beverages	55	\$340.35	\$9,754,784
Nonalcoholic Beverages at Home	72	\$312.23	\$8,948,891



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Walker, AL

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	34	\$510.85	\$14,641,409
Vehicle Loans	77	\$4,746.33	\$136,034,600
<b>Health</b>			
Nonprescription Drugs	73	\$88.92	\$2,548,489
Prescription Drugs	87	\$505.48	\$14,487,479
Eyeglasses and Contact Lenses	67	\$56.07	\$1,606,932
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	54	\$4,712.77	\$135,072,567
Maintenance and Remodeling Services	56	\$1,104.45	\$31,654,609
Maintenance and Remodeling Materials <sup>10</sup>	77	\$290.11	\$8,314,972
Utilities, Fuel, and Public Services	70	\$3,061.31	\$87,740,115
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	58	\$80.10	\$2,295,760
Furniture	54	\$346.13	\$9,920,420
Floor Coverings	50	\$45.71	\$1,310,123
Major Appliances <sup>12</sup>	70	\$205.95	\$5,902,814
Housewares <sup>13</sup>	59	\$62.20	\$1,782,773
Small Appliances	67	\$24.78	\$710,087
Luggage	44	\$4.56	\$130,823
Telephones and Accessories	58	\$27.56	\$789,763
<b>Household Operations</b>			
Child Care	45	\$189.20	\$5,422,745
Lawn and Garden <sup>14</sup>	80	\$359.78	\$10,311,578
Moving/Storage/Freight Express	55	\$29.17	\$836,076
Housekeeping Supplies <sup>15</sup>	70	\$537.60	\$15,408,107
<b>Insurance</b>			
Owners and Renters Insurance	74	\$352.54	\$10,104,050
Vehicle Insurance	68	\$988.21	\$28,322,952
Life/Other Insurance	71	\$451.47	\$12,939,485
Health Insurance	76	\$1,504.15	\$43,110,541
Personal Care Products <sup>16</sup>	64	\$302.88	\$8,680,928
School Books and Supplies <sup>17</sup>	57	\$68.87	\$1,973,772
Smoking Products	83	\$400.29	\$11,472,708
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	76	\$4,339.61	\$124,377,541
Gasoline and Motor Oil	77	\$1,560.01	\$44,711,348
Vehicle Maintenance and Repairs	65	\$692.42	\$19,845,344
<b>Travel</b>			
Airline Fares	46	\$188.75	\$5,409,696
Lodging on Trips	56	\$228.31	\$6,543,487
Auto/Truck/Van Rental on Trips	42	\$18.44	\$528,394
Food and Drink on Trips	57	\$270.51	\$7,753,029

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Walker, AL

---

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.